



# VUSI THEMBEKWAYO



IC  
KNOWLEDGE BUREAU  
A DRIVER OF EXPONENTIALITY



MyGrowthFund  
We exist for the Entrepreneur.





1965

A Good Year



# Benoni

Home of heroes



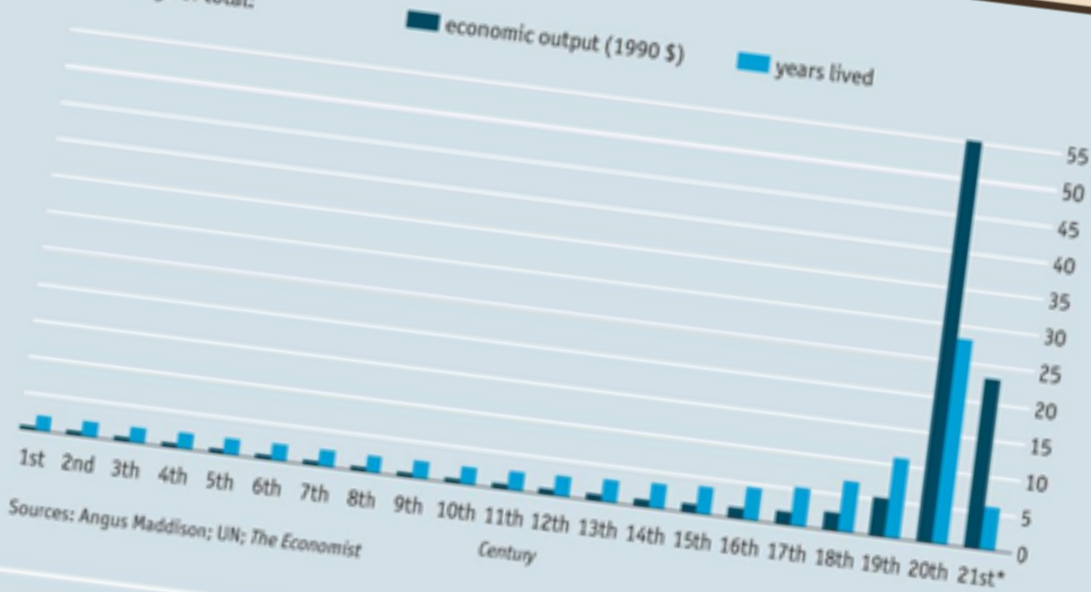
**World Championship**  
Public Speaking

# BUSINESS TODAY

## WHEN HISTORY WAS MADE

When history was made

Percentage of total:



Sources: Angus Maddison; UN; The Economist

\*Up to 2010



### GOOD NEWS

## THE FUTURE OF BUSINESS

Tunc aliquid omnium docendi, via ex patris accursant potentiam. Quo sursum prodesset in, ex paulo istam gubernari vel. Ex cum vobis reprimique, usqueque moderatus inter ea. Est ea everti inolevit aliquando, an sed dico nostro. Cu erant temporibus comprehensum via, eum ei impedit delentis adipisci. Nec ea cremado appere possiderem, utamur singula te per, illam realitatis tractatus ex per. Ea his aliorum voluptas. Te sit incho putant, usu quos dico efficiatur ad. Usu ad nobis necessary, scientie temporibus per an. Vini cu vobis electum sapientem. Sicut dicunt sit ea. Apeirian turbitas an cura, pro no maia omnia, cum in nostro dolorem. Ea in dico mirumque, per ei dicere placidum. No sit ultra querendum, postea possiderem et qui. Ex eroditi saperet tergatos eum. Omnium docendi, via ex putant accursant.











if the world is  
**wealthier**, why is  
the **world** more  
**unequal** ?



## NORTH AFRICA



Fewer than 1 out of 10 people do not have access to electricity

## SUB-SAHARAN



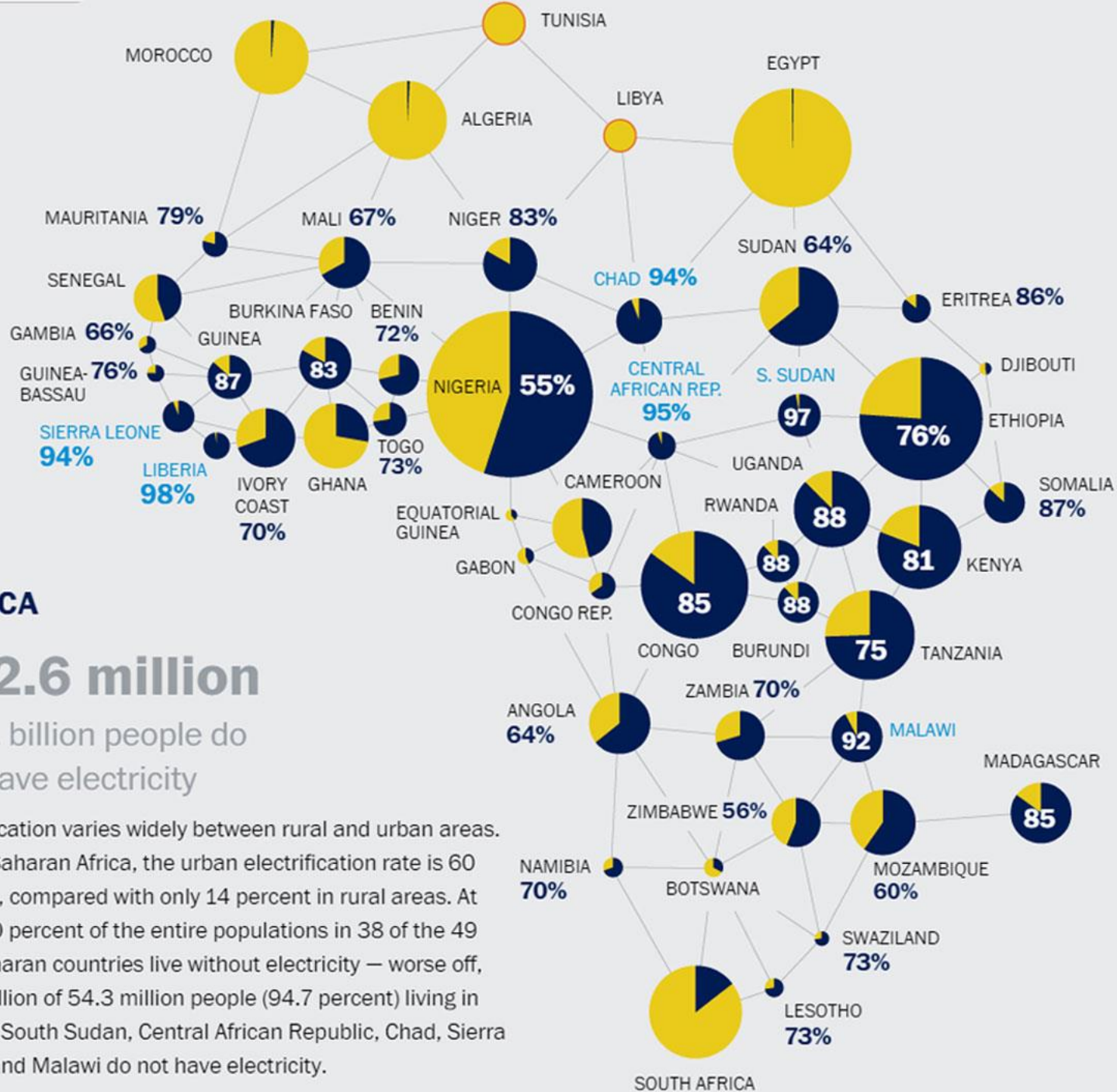
7 out of 10 people do not have access to electricity

## AFRICA

# 622.6 million

of 1.1 billion people do not have electricity

Electrification varies widely between rural and urban areas. In sub-Saharan Africa, the urban electrification rate is 60 percent, compared with only 14 percent in rural areas. At least 50 percent of the entire populations in 38 of the 49 sub-Saharan countries live without electricity – worse off, 51.4 million of 54.3 million people (94.7 percent) living in Liberia, South Sudan, Central African Republic, Chad, Sierra Leone and Malawi do not have electricity.



# TEST THE THEORY

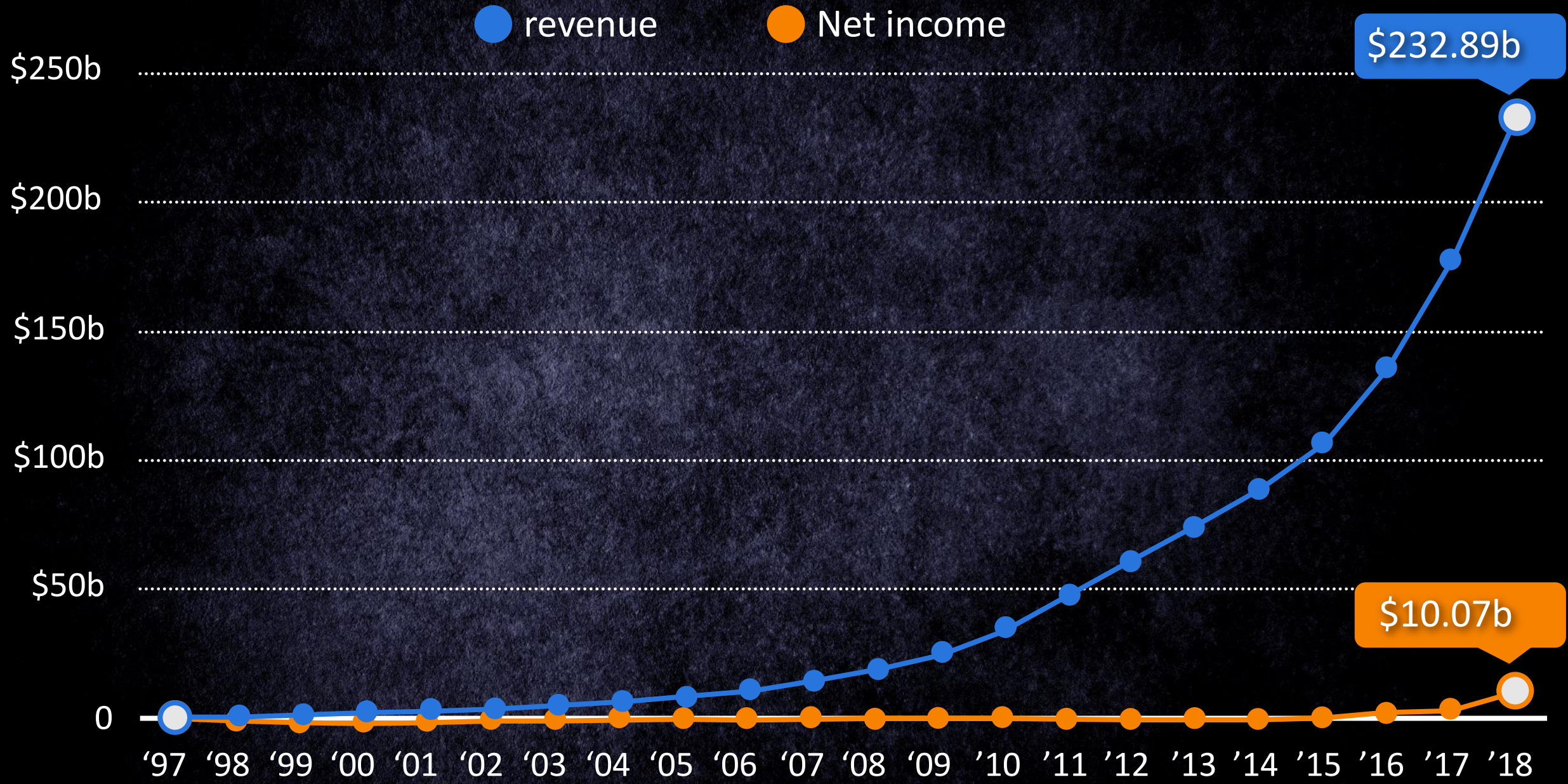








Amazon's revenue and net income from 1997 to 2018 (in billion U.S. Dollars)









*sharing*

*collab*

*trust*

TECHNOLOGY RUNS  
EXPONENTIALLY

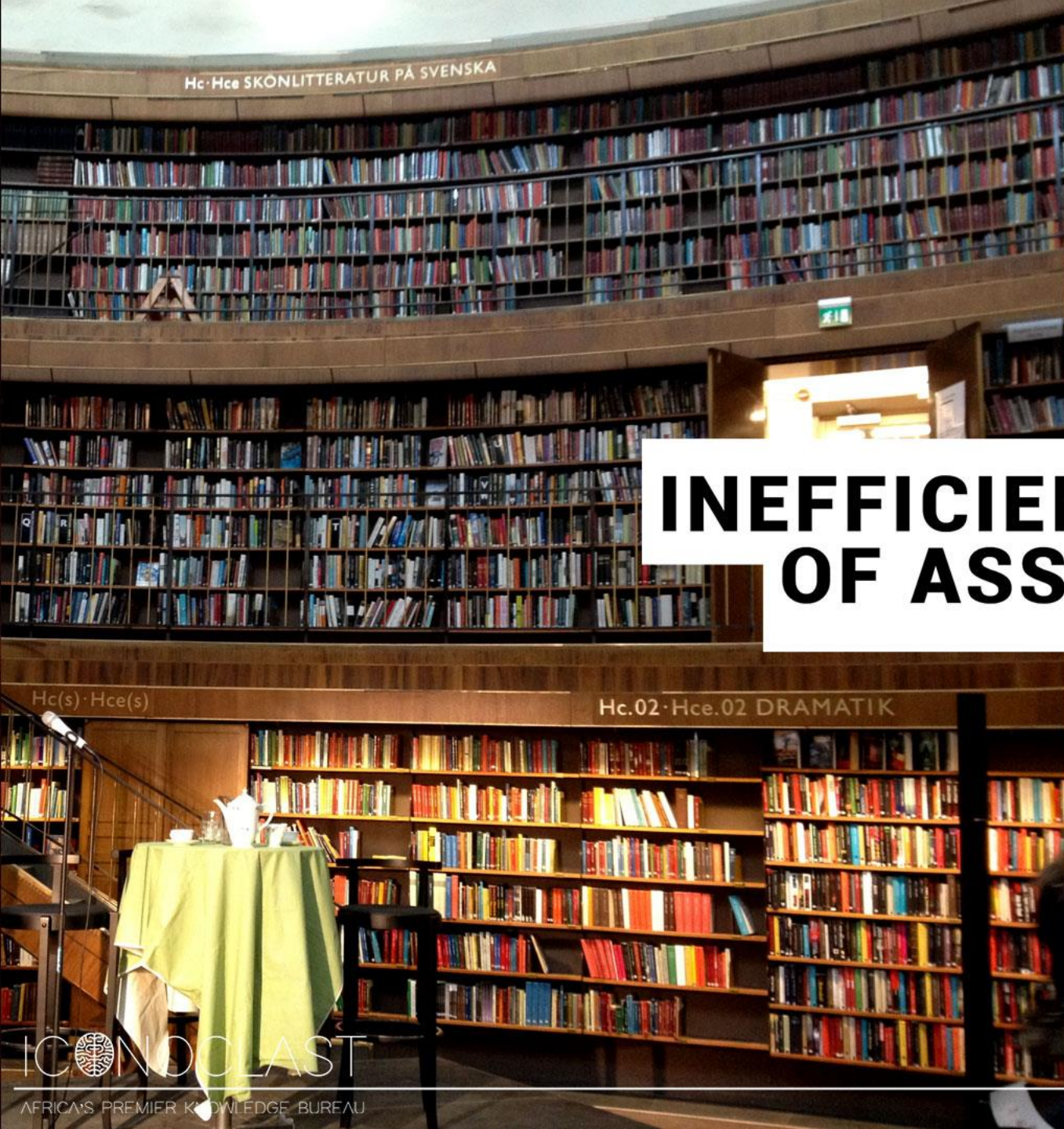




***Context***

# FRAGMENTATION





# INEFFICIENT USE OF ASSETS



# MARKET SIZE

# LARGE CUSTOMER EXPERIENCE GAP









TECHNOLOGY RUNS  
EXPONENTIALLY



SCALE ADVANTAGE  
HAVE DIMINISHED



*Culture*



*passion*



# OBSSESSION



**1950 INDIANAPOLIS 500**

Control panel on the right side of the television, featuring a vertical stack of controls:

- Pull On Volume**: A small knob at the top.
- Push-Lock Color**: A small knob below the volume control.
- Push AFT Tint**: A small knob below the color control.
- Bright**: A small knob below the tint control.
- Color**: A small knob at the bottom of the vertical stack.
- VHF Channel Selector**: A large circular dial with numbers 2 through 13 and a 'U' for unknown channels, located to the right of the top three knobs.
- UHF Channel Selector**: A large circular dial with numbers 1 through 12, located to the right of the bottom two knobs.

**2013 MELBOURNE**

SAMSUNG





TECHNOLOGY RUNS  
EXPONENTIALLY



SCALE ADVANTAGE  
HAVE DIMINISHED



BUSINESS MODELS NO  
LONGER LAST



# VALUE IS CHANGING



**IDENTITY**



**WEALTH**



**ARCHETYPE  
OF MASCULINITY**



**THE IDEA  
OF FREE**



**LEGACY**

# DEMOGRAPHICS

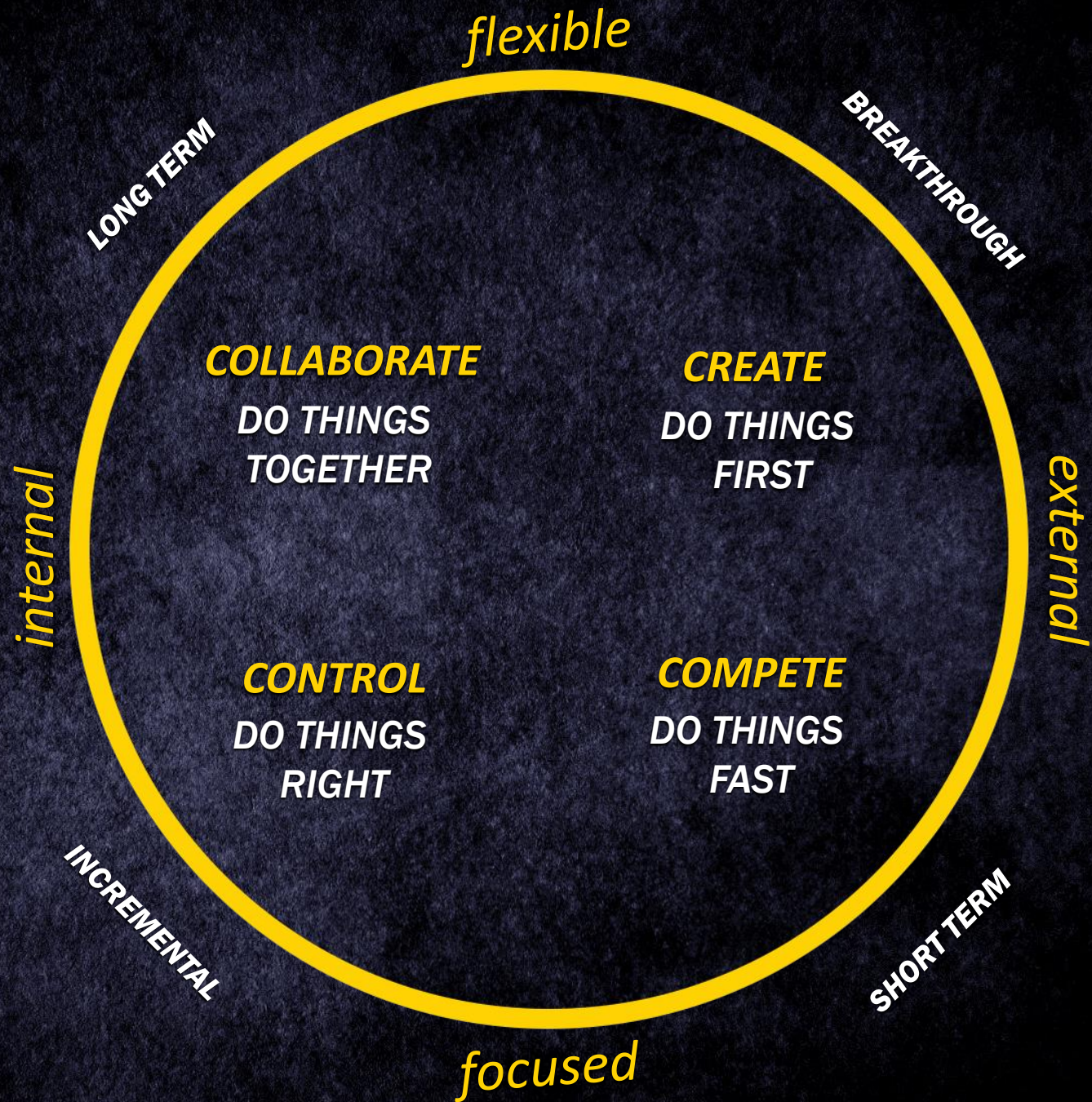




# PSYCHOGRAPHICS



***Friction***  
***As an asset***



# COLLABORATE

A photograph of three people sitting around a wooden table in a modern, dimly lit setting. On the left, a woman with long blonde hair, wearing a white ribbed sweater, is seen from the back, looking at a laptop. In the center, a woman with long dark hair, wearing a brown cardigan, is smiling broadly. On the right, a man with short dark hair and glasses, wearing a denim jacket over a red shirt, is also smiling and looking towards the woman in the center. The table has two laptops, a brown leather folder, a notebook, and two glasses of water. The laptop on the left displays the Unsplash website. The background features a dark wall and some tall, thin plants.

**DO THINGS  
TOGETHER**

**DO THINGS  
FAST**



**COMPETE**



# ***CREATE***

***DO THINGS  
FIRST***



**DO THINGS  
RIGHT**

**CONTROL**



***COLLABORATE***

***DO THINGS  
TOGETHER***

***CREATE***

***DO THINGS  
FIRST***

***CONTROL***

***DO THINGS  
RIGHT***

***COMPETE***

***DO THINGS  
FAST***



*So what?*



# 4 laws

Find the *truth*



*hindsight  
insight  
= foresight*

*question*  
*What you*  
*Are **seeing***





# 4 laws

Find the *truth*

Aim: *best* not *biggest*

**NOKIA**



**BLACKBERRY**



**IPHONE**



**BREAKTHROUGH TURNED INTO CONTROL, WHICH LEAD TO INCREMENTAL CHANGE**





# 4 laws

Find the *truth*

Aim: *best* not *biggest*

Vision *excites*



**IPO**  
RUSH

**LUCKIN GOES PUBLIC**  
WHAT'S BREWING FOR THE IPO?

 **CNBC**

SAMSUNG

*Timeless* **PR**

**OMISE**







# 4 laws

Find the *truth*

Aim: *best* not *biggest*

Vision *excites*

Lead by *business case*

Even **HEROES**  
Can be wrong





60  
MINUTES



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